



FIRST THINGS FIRST

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Chair
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Members
Mary Allen
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Louis Manuel
Melanie O'Neil
Charity Russell
Vacant
Vacant

Chairman Lynn and Members of the Board
First Things First
4000 North Central Avenue, Suite 800
Phoenix, Arizona 85012

Date: May 24, 2010

Dear Chairman Lynn and Members of the Board,

The Pinal Regional Partnership Council is pleased to present to the First Things First Board a strategy change to the SFY2011 Regional Funding Plan. With careful deliberation, the Regional Council would like to request the reinstatement of the Professional REWARD\$ strategy to address the workforce development and retention/professional development in the Pinal Region. While developing the SFY2011 funding plan, the Pinal Regional Partnership Council placed this strategy on "self-hold" while the rest of the Pinal funding plan was presented to the Board in January for approval. The Pinal Regional Partnership Council is now ready to present this completed strategy worksheet to the Board for consideration and approval. After additional research and subsequent Regional Council discussions since December 2009, the Regional Council is requesting to continue the allocation from SFY 2010 at \$50,000 to \$50,000 for the SFY2011 funding plan. This continuation would allow the region to serve 25 Childcare professional that serve children ages birth through five within our Region.

This strategy reinstatement would allow the Pinal region to continue to maintain the second signature program that allows Early Care and Education workforce an opportunity to receive compensation for their effort to continue to improve their education.

The Pinal Regional Council is respectfully requesting the Board to approve this strategy and implementation to continue in Fiscal Year 2011. On April 21, 2010, the Regional Council motioned to implement this strategy, using \$50,000 from the Fiscal Year 2010 Fund Balance.

Thank you for your consideration.

Respectfully,

Barbara Mezzio

Barbara Mezzio, Chair
Pinal Regional Partnership Council

cc: File



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Chairman Lynn and Members of the Board
First Things First
4000 North Central Avenue, Suite 800
Phoenix, Arizona 85012

RE: Pinal Regional Partnership Council SFY 2011 Communication Plans

Dear Chairman Lynn and Members of the Board,

The Pinal Regional Partnership Council is pleased to present to the First Things First Board a strategy change to the SFY2011 Regional Funding Plan. With careful deliberation, the Regional Council would like to request an increase to the Communication strategy to participate in the First Things First Media Plan as was proposed at the May Regional Chair & Vice Chair meeting. At the May Pinal Regional Partnership Council meeting the Regional Council applauded the efforts of the First Things First Communications department. The Regional Council will be using funds from the SFY2010 carry forward allocation and is requesting to increase their communications allocation from \$50,000 to \$269,855. After additional research and subsequent Regional Council discussion the Regional Council will consider the addition of the Community Outreach Liaison Position, as well as, additional leave behinds for the Region. This increase will allow the Region to provide a comprehensive community awareness campaign within the Pinal Region.

The Pinal Regional Council is respectfully requesting the Board to approve this strategy modification. On May 21, 2010, the Regional Council motioned to increase this strategy, using \$219,855 from the Fiscal Year 2010 Fund Balance.

Thank you for your consideration.

Respectfully,

Barbara Mezzio

Barbara Mezzio, Chair
Pinal Regional Partnership Council

cc: File



FIRST THINGS FIRST

The right system for bright futures

PINAL REGIONAL PARTNERSHIP COUNCIL 2011 FUNDING PLAN SUMMARY—REVISED

Regional Allocation 2011: \$ 5,332,345

Carry Forward from 2010: \$1,616,330

Funding Available for Allocation in 2011: \$ 6,948,677

Prioritized Needs	Goal Area	Proposed Strategies	Portion of Regional Allocation	Recommendation to the Board
Limited support and resources for medical professionals serving children birth through age five	Health	Strategy 1: Continuing Medical Education	\$50,000	Approved January 26, 2010
		Strategy 2A: Health Insurance Outreach	\$100,000	Approved January 26, 2010
		Strategy 2B: Physician Outreach and Education	\$200,000	Approved January 26, 2010
Limited support and resources for medical professionals serving children birth through age five	Health	Strategy 3: Health Screenings	\$500,000	Approved January 26, 2010
Families have limited access to high quality early care and education programs	Quality, Access and Affordability	Strategy 4: Quality First	\$971,320	Approved January 26, 2010
		Strategy 5A: Child Care Health Consultation	\$240,000	Approved January 26, 2010
		Strategy 5B: Mental Health Consultation	\$240,000	Approved January 26, 2010
Limited opportunities to increase the knowledge and skills sets of family home care providers	Quality, Access and Affordability	Strategy 6: Recruit and Support Home Providers	\$355,000	Approved January 26, 2010
Limited access to parental education and education/service delivery systems Lack of access to early literacy education for families	Family Support	Strategy 7A: Family Support and Resource Coordination	\$300,000	Approved March 23, 2010
		Strategy 7B: Early Literacy	\$350,000	Approved January 26, 2010
		Strategy 7C: Home Visitation	\$500,000	Approved January

				26, 2010
Lack of support for families with children birth through age five with identified high risk medical needs	Family Support	Strategy 7D: High Risk Infant Home Visitation	\$400,000	Approved January 26, 2010
Lack of highly qualified early care professionals	Professional Development	Strategy 8A: Professional Career Pathway Project	\$151,560	Approved January 26, 2010
		Strategy 8B: T.E.A.C.H. Early Childhood Arizona	\$0	
		Strategy 9: Community Based Training	\$250,000	Approved January 26, 2010
		Strategy 10: Professional REWARD\$	\$50,000	Recommend Approval June 15, 2010
		Strategy 11: Recruitment into the Early Care and Education Field	\$75,000	Approved January 26, 2010
Limited understanding and information about the importance of early childhood development and health	Communication	Strategy 12: Awareness Campaign	\$269,855	Recommend Approval June 15, 2010
Limited support and services for families who are experiencing financial hardships and are unable to provide nutritional requirements for their children's success	Family Support	Strategy 13: Food Assistance and Nutrition	\$300,000	Approved March 23, 2010
		Subtotal of Expenditures	\$5,302,735	
		Fund Balance	\$1,645,942	
		Grand Total	\$6,948,677	

Summary Financial Chart
SFY 2010-2012

Revenue				
FTF Total Allocation for the SFY	\$5,765,870	\$5,332,347	\$5,332,347	\$16,430,564
Fund Balance (carry forward from previous SFY)	N/A	\$1,616,330	\$1,645,942	
Total Available Funds	\$5,765,870	\$6,948,677	\$6,978,289	
Strategies	SFY 2010 OBLIGATED	SFY 2011 PROPOSED	SFY 2012 ESTIMATED	Total
1 - Continuing Medical Education	\$35,000	\$ 50,000	\$ 50,000	\$135,000
2A - Health Insurance Outreach	\$50,000	\$100,000	\$100,000	\$250,000
2B - Physican Outreach and Education	\$100,000	\$200,000	\$200,000	\$500,000
3 - Health Screenings	\$250,000	\$500,000	\$500,000	\$1,250,000
4 - Quality First	\$687,700	\$971,320	\$1,345,000	\$3,004,020
5A - Child Care Health Consultation	\$220,000	\$240,000	\$240,000	\$700,000
5B - Mental Health Consultation	\$100,000	\$240,000	\$240,000	\$580,000
6 - Recruit and Support Home Providers	\$355,000	\$355,000	\$355,000	\$1,065,000
7A - Family Support and Resource Coordination	\$0	\$300,000	\$300,000	\$600,000
7B - Early Literacy "New"	\$0	\$350,000	\$350,000	\$700,000
7C - Home Visitation	\$500,000	\$500,000	\$500,000	\$1,500,000
7D - High Risk Infant Home Visitation "New"	\$0	\$400,000	\$400,000	\$800,000
8A - Professional Career Pathway Project	\$126,250	\$151,560	\$180,000	\$457,810
8B - T.E.A.C.H. Early Childhood Arizona	\$0	\$0	\$150,000	\$150,000
9 - Community Based Training	\$125,000	\$250,000	\$250,000	\$625,000
10 - Professional REWARD\$	\$50,000	\$50,000	\$50,000	\$150,000
11 - Recruitment into the Early Care and Education Field	\$75,000	\$75,000	\$75,000	\$225,000
12 - Awareness Campaign	\$50,000	\$269,855	\$50,000	\$369,855
13 - Food Assistance and Nutrition	\$242,884	\$300,000	\$300,000	\$842,884
Emergency Child Care	\$1,168,456	\$0	\$0	\$1,168,456
Needs and Assets	\$14,250	\$0	\$20,000	\$34,250
Evaluation				
Subtotal Expenditures	\$4,149,540	\$5,302,735	\$5,655,000	\$15,107,275
Fund Balance (carry forward)	\$1,616,330	\$1,645,942	\$1,323,289	
Total	\$5,765,870	\$6,948,677	\$6,978,289	

Professional REWARD\$

Strategy Description: Expand the number of participants in the First Things First Professional REWARD\$ program in the Pinal Region.

First Things First Professional REWARD\$ is the second signature program for First Things addressing quality, access and affordability, and it is a companion program to Quality First. First Things First Professional REWARD\$ is a collaborative effort that utilizes statewide funding for an administrative home to provide infrastructure and management, and regional funding for incentives and other programmatic elements.

Early care and education professionals in Pinal earn, on average, significantly less than the median annual salary in the region. Wage enhancement models throughout the country have illustrated the connection between higher compensation, increased education levels, and higher retention rates among educators of young children. Research also shows that higher education levels and low turnover rates directly affect the quality of care that young children receive. Because an incentive program has the potential to increase retention rates as well as education levels, First Things First has chosen to develop an Arizona specific compensation and retention incentives model in order to develop a program that meets the professional development needs of the Arizona early care and education workforce and industry, and that assures full alignment with Quality First and T.E.A.C.H.® ARIZONA.

First Things First Professional REWARD\$ acknowledges and rewards progressive education, educational attainment and commitment to continuous employment at a child care center, group or family child care home that is licensed, certified or regulated by a Federal, State or Tribal authority providing services to children birth through age 5. There will be a strong connection between FTF Professional REWARD\$ and T.E.A.C.H. ARIZONA, including similar eligibility for the program. To be eligible for an incentive, a participant must be at least 18 years old; have a high school diploma or GED; work directly with young children, birth to age 5, or work as a director of a center that serves children birth to age 5; and earn less than a designated salary.

First Things First Professional REWARD\$ will provide a first level incentive when a teacher, director or home provider in a licensed, certified or regulated program completes six credit hours of college coursework. Additional levels of incentives can be received as individuals attain progressively higher educational levels.

The administrative home will provide oversight for the implementation and management of FTF Professional REWARD\$. This includes responsibility for marketing and outreach; distribution, review, and decision-making of applications; incentive distribution and monitoring; database management; program and fiscal monitoring; and reporting activities. The administrative home will additionally participate in First Things First systems development meetings and will work with FTF to develop data systems and operating procedures for program information. The development process will center on conceptualization and standardization of technology and organizational processes for the collection, storage, maintenance, security, retrieval, reporting, and use of the FTF Professional REWARD\$ information.

The Administrative Home will collaborate with the Quality First Coordinator, Regional Partnership Councils via the Regional Administration Division, T.E.A.C.H. ® ARIZONA and with First Things First Policy & Research, and Evaluation Divisions and will:

- administer the finalized FTF Professional REWARD\$ tiered scale which rewards educational advancement and attainment for staff who have remained with the same employer for at least one year;
- monitor and verify that programs meet the certification, licensing or regulatory eligibility criteria and program standards for participation;
- work in partnership with FTF to develop, convene and staff an Advisory Committee of early care and education stakeholders identified and selected by FTF; and

Ak-Chin Services

Formal written approval from the Ak-Chin Tribal Council is required prior to starting services within the tribal

community. FTF Regional Staff will be notified prior to any outreach to the Ak-Chin Community and may provide assistance in this process.

Lead Goal: FTF will build a skilled and well-prepared early childhood development workforce

Goal: FTF will increase retention of the early care and education workforce

Goal: FTF will enhance specialized skills of the early childhood development and health workforce to promote the healthy social-emotional development of young children

Key Measures:

Total number and percentage of professionals working in early childhood care and education settings with a credential, certificate, or degree in early childhood education and related fields.

Total number and percentage of professionals working in early childhood care and education who are pursuing a credential, certificate, or degree

Retention rates of early childhood development and health professionals

Target Population:

This strategy targets Regional early child care professional.

Proposed Service Numbers	SFY 2011	SFY 2012	SFY 2013
	July 1, 2010 –June 30, 2011	July 1, 2011 - June 30, 2012	July 1, 2012 - June 30, 2013
	25 Child Care Professionals	25 Child Care Professionals	25 Child Care Professionals

Performance Measures SFY 2010-2012

- Number of professionals pursuing degree in early childhood / Proposed number
- Number and percentage of degreed professionals in early care and education / Actual number and percentage
- Number and percentage of early care and education teachers/assistant teachers retained for 3 years / Actual number and percentage
- 4. Number and percentage of early care and education directors retained for 5 years / Actual number and percentage

SFY 2011 Expenditure Plan for Proposed Strategy

Allocation for proposed strategy	\$50,000
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Budget Justification:

\$50,000 – total of 25 scholarships for Regional Child Care Professional

**Pinal Regional Partnership Council
2011 Communications Plan**

FTF Communications Plan: Objectives and Regional tactics

Objective One: Ensure consistent messaging about FTF internally and externally

- Distribution of FTF leave behinds
- Distribution of branded collateral materials

Objective Two: Position FTF as a leader in efforts to fulfill Arizona's commitment to our youngest kids

- Media Buys including TV, radio, newspaper, grocery carts, floor mats and cooler decals, billboards, theater ads

Objective Three: Build and drive support from the general public, elected officials and additional target audiences for investment in programs and services for Arizona children five years old and younger

- Community outreach to recruit and retain early childhood champions in the region
- Inform Arizona caregivers of children five year and younger about early childhood program and services, in particular FTF statewide initiatives and regionally supported strategies
- Distribution of Born Learning collateral materials as part of local parent education and awareness strategies
- Inform the community through various outreach efforts including newsletters, submissions to partner newsletters, sponsor and/or participate in community events
- Conduct media and community outreach on grant awards and success of programs and services

Regional Communications Funding for SFY2011: \$269,855

Objective 1 Tactics and funding amount	Objective 2 tactics and funding amount	Objective 3 tactics and funding amount	Objective 4 tactics and funding amount
<p>Regional staff will be proposing additional funds to allocate to this objective in SFY2011 for Regional leave behinds and collateral materials at their June Regional Council meeting.</p>	<p>The Pinal Regional Partnership Council approved additional funds in the amount of \$269,855 to cover Pinal's portion of the First Things First FY2011 Media Plan – cost by county. (This document was provided at the May 2010 Chair/Vice Chair meeting.)</p> <ul style="list-style-type: none"> • Media Buys including TV, radio, newspaper, grocery carts, floor mats and cooler decals, billboards, theater ads 	<p>To achieve Objective 3 the Pinal Region Partnership Council plans to invest funds into the Community Outreach Liaison position.</p> <ul style="list-style-type: none"> • Community outreach to recruit and retain early childhood champions in the region <p>The Pinal Regional Partnership Council has placed this item on the June Regional Council Meeting agenda for discussion and possible approval.</p>	<p>The Regional Council will carry out activities under this objective through the Community Outreach Liaison and is not allocating funding at this time.</p>